



# CHARACTER AREAS

# AGENDA 1

“As a citizen, we need to know how to be **a part of it**,  
how to express ourselves – and not just by voting.”  
– Sandra Day O’Connor

1. Name
2. Organization / role
3. How long you’ve lived / worked in Tempe



# AGENDA 2

## PLANNING TIMELINE

2015



**FEBRUARY 18**

Preliminary Organizational + Planning Meeting



**APRIL 18**

**1 PUBLIC KICK-OFF / WORKSHOP 1**

Amenities + Gaps Workshop



**AUGUST 18 (CA4) and AUGUST 25 (CA5)**

**2 WORKSHOP 2**

Design Principles / Placemaking



**OCTOBER 21 (CA4) and OCTOBER 28 (CA5)**

**3 WORKSHOP 3**

Draft Plan Review / Priorities + Strategies



**DECEMBER 4**

Community Celebration - final version of Plan released



**CHARACTER AREAS**



**NA, HOA,  
Mobile Home  
/ Retirement  
Communities**



**STUDENTS**  
ASU / MCC  
TUHSD /  
Kyrene  
Private schools

**BUSINESS**  
Community,  
Chamber of  
Commerce



**CHARACTER AREAS  
PLAN**

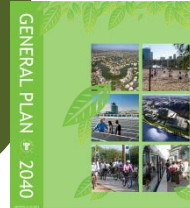
**Existing Laws,  
Ordinances,  
Private  
Property  
Rights**



**Bike / Bus /  
LRT / Local +  
Regional  
Commuters**



**General Plan  
2040,  
Zoning &  
Development  
Code**





# LADDER OF LAWS

## U.S. FEDERAL GOVERNMENT

### STATE OF ARIZONA

Enabling Legislation,  
AZ Proposition 207

### CITY ORDINANCE

*Zoning & Development Code*

### CITY POLICY

*General Plan 2040*  
[ratified by voters]

### CITY GUIDELINES

Character Area Plans,  
*Community Design*  
*Principles,*  
Historic District Design  
Guidelines

LAWS



POLICIES



GUIDELINES





## CHARACTER AREAS

# SCOPE OF WORK



### ✓ PLACEMAKING / SENSE OF PLACE

- ✓ Opportunity for residents, workers, students, businesses to define, enhance, preserve, celebrate their best

### ✓ DESIGN GUIDELINES

- ✓ Quality of design, walkability, bikeability, sustainability, connectivity, types of neighborhood goods and services desired, aging-in-place options

### ✓ ROAD MAP / VISION

- ✓ Tempe City Council, Development Review Commission, Historic Preservation Commission, Neighborhood Grants Program, Neighborhood Advisory Commission, Municipal Arts Commission, Transportation Commission, etc.

### ✓ QUALITATIVE ASPECTS OF SPACE

- ✓ How a space feels, safety perceptions, shade, desirability, comfort, places to bring the kids or be a kid



## CHARACTER AREAS

# QUESTIONS TO ASK

“The power of a community to create health,  
is far greater than any physician, clinic or hospital.”

- Mark Hyman, MD



- What sets this area apart and makes it **unique** from other parts of Tempe or the Valley?
- Does this area include the **types** of places, businesses, and infrastructure people look for when deciding where to live or invest?
- What should be preserved, enhanced, changed, added, or connected in a meaningful way?
- Is this an area where one can be young *and* old; can one **age-in-place** here?
- How can we provide a **vision** which enhances human health, options, prosperity, and our environment?
- What design criteria can we put in place to improve the **quality** of projects and ultimately our community?
- How will this plan carry out the vision of a “**20-minute City**” ratified by voters in *GP2040*?



## CHARACTER AREAS



## CHARACTER AREAS

# OUTSIDE SCOPE OF WORK



### ✘ **Changes** to a parcel's legal **Land Use**

- ✘ *General Plan 2040* ratified by voters (May 2014)

### ✘ **Changes** to a parcel's legal **Zoning**

- ✘ *Zoning & Development Code* covers Development Standards, Overlays, etc.

### ✘ **Private Property Rights**

- ✘ AZ Proposition 207 "Private Property Rights Protection Act" (November 2006)

### ✘ **Rental vs. Owner** for parcels zoned **Multi-Family / Mixed-Use**

- ✘ No legal control process

### ✘ **Prohibiting** specific brand-name businesses / retailers

- ✘ Against the law

### ✘ **Residential / Commercial Code Compliance**

- ✘ 311 – One Call To City Hall
- ✘ Online complaint form





CHARACTER AREAS

# OUTSIDE SCOPE OF WORK





APACHE

CHARACTER AREA 4

*#apachenow*







# APACHE

- 1 – Healthy + vibrant **mixed-use corridor** / **LRT station areas**
- 2 – **Transitions** from station areas / multi-family to single-family
- 3 – **Connected network** of places and destinations
  - Rio Salado Corridor / Pathways / Amenities
  - Tempe Marketplace / Future Phases II and III
  - Innovation / Industrial Centers
  - Schools + Neighborhoods
  - LRT Stations / Station Areas
- 4 – Others?





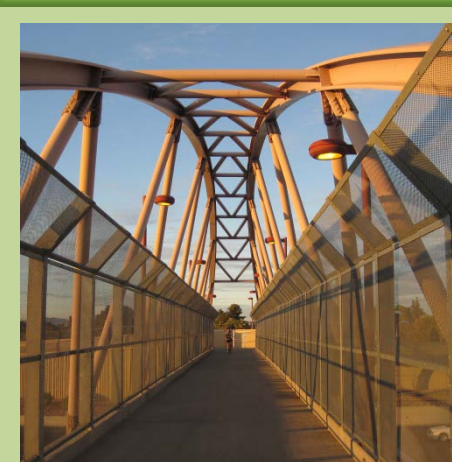
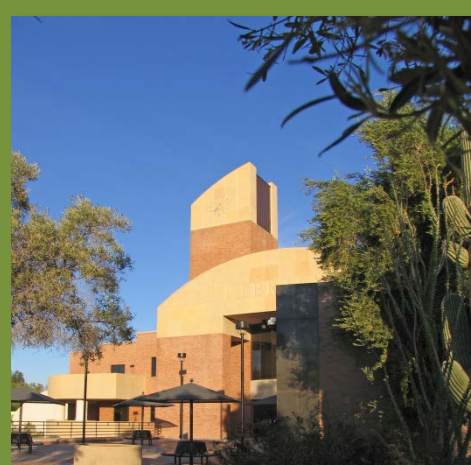
CENTRAL CITY

CHARACTER AREA

5

*#GOTempeGardens*









## CENTRAL CITY

### CHARACTER AREA 5



- 1 – **Neighborhood** preservation / sense of pride;  
Mid-Century modern context / **Tempe Gardens**
- 2 – Healthy **commercial** corners; mix of tenants / options
- 3 – Central **connectivity** to/from all points Tempe + beyond
- 4 – Others?



# BACKGROUND WORK





AGENDA  
4

**am·bas·sa·dor** [am'basədər] / *noun*

- a person who acts as a representative or promoter of a specified activity
- local-based leader representing a community of common interest, purpose or vision



**synonyms:**

- campaigner, representative, promoter, champion, supporter, backer, booster

"a great ambassador for walkability / bikeability"



**multiple roles:**

- neighborhood-level communication, data collection, feedback loops, issue identification / prioritization, rally meeting turn-out
- CA plan implementation / community pride + ownership



# CHARACTER AREAS



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